

This diploma thesis deals with a phenomenon of influencers – specifically how do these producers of media content perceive their audience. The goal of this diploma thesis is to identify and understand the behavior and culture of followers from the perspective of influencers in the context of media literacy. Nowadays anyone with an internet connection can become a follower of an influencer and basic knowledge about the cyberspace is not necessary. Thanks to the qualitative research among six different influencers this diploma thesis does offer theoretical and empirical point of view on a behavior, culture and media literacy of a young digital audience. The first part of the diploma thesis is dedicated to theoretical knowledge related to the digital audience, internet and danger that comes with the usage of cyberspace as well as media literacy in the context of a new media. The next part focuses on the interpretation of the methodology of research, followed by the presentation of results of the conducted research and their summary. Based on the research the author found out that participating influencers are aware of a connection between their behavior and hobbies and behavior and hobbies of their influencers. Subjects of the research perceive their audience in a positive way, their feedback is important to them and they adapt to it. Participants differ in the opinion on the media literacy rate of their audience. Almost all influencers stated that their followers are willing to share personal information with them and perceive them as a friend.